

## CASE STUDY: CRICKET

The AdaptMX Display+ product drives higher conversion rate and site traffic for Cricket.

### FLIGHT

12/01/21-12/29/21

### SCALE

Total impressions: 1,273,793

### A/B TEST

- 50/50 split: original ad VS. display+ enhanced
- CTR increased from 0.05% to 0.10%

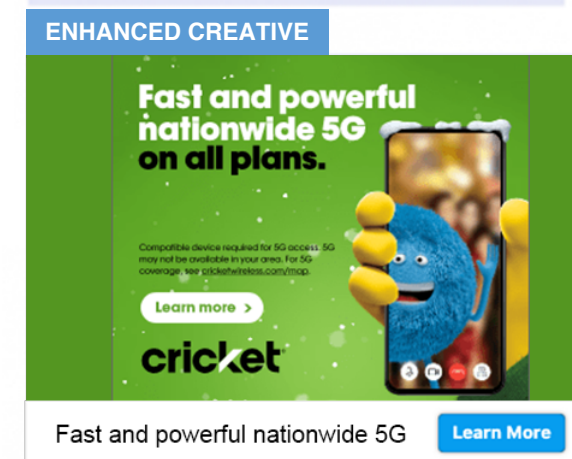
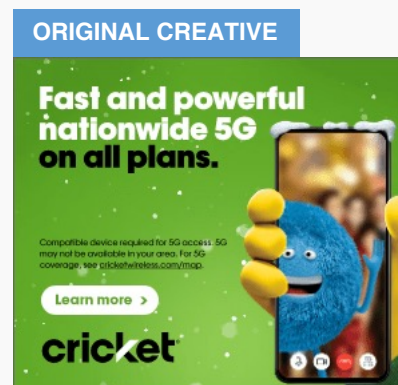
## CAMPAIGN RESULTS

# 130%

**Increase in  
CTR**

# 122%

**Increase in  
Engagement Rate**



# cricket